The 5 Immutable Laws of Arts Sponsorship

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Alliance of Artists Communities
KNOW THYSELF.

SOCRATES
Value not need.
We are a non-profit (needy)
We support artists (starving)
Established in 1890 (passe)
Look around
Research prospects
Find your value

CAC
Logline-gain or lose

Elevator pitch
3Arts sustains and promotes Chicago artists with cash awards, residencies and online tools.

By promoting Chicago’s most ambitious artists, who are also the most diverse, we help make Chicago a vibrant place to live, work and create.
We are a _______ that helps ___________ avoid ___________ by doing ___________ and ___________ and ___________.
We are a _______ that helps 
______________ achieve ___________
by doing ___________ and
_______________ and ___________
Set real goals

**Business**
- Have a $1M business
- Run a small country
- Lead a continent
- CEO of the world

**Personal**
- NOW: Have a zero carbon life
- End world hunger
- Ocean liner office
- Year 5: Have my own space station

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Show don’t tell.
Rule of 10.
Bonus: See people as people.
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2020 Trend Report
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Thank you!